

Module 3

Using Digital Media to Bring People Together

Developed by Tuzla Kaymakamlığı, Türkiye



www.includemedia.eu

This resource is licensed
under CC BY 4.0



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Finnish National Agency for Education. Neither the European Union nor the granting authority can be held responsible for them

* Note to manage waste please print this document in greyscale or black and white rather than in colour. Please print on both sides of the paper (duplex) and if you can print multiple slides or pages on one page.

Module 3 (Part 1) Using Digital Media to Bring People Together

This module explores how digital media bridges divides, promotes respectful communication, and strengthens inclusive communities through constructive dialogue, ethical engagement, and strategies to counter polarisation, harassment, and harmful online behaviour.

YOU ARE HERE

MODULE 3 (Part 1)

Topic 1

**Digital Media and
Community Building:**
Creating Inclusive Online
Spaces

*Explores how digital media
builds inclusive communities
and respectful dialogue
through shared values,
empathy, and active
participation.*



MODULE 3 (Part 1)

Topic 2

**Social Media's Role in
Bridging Generational
and Ideological Divides**

*Analyses how social media
bridges generational gaps,
encourages intergroup
dialogue, and promotes
respectful discussion across
diverse beliefs.*



MODULE 3 (Part 2)

Topic 3

**Digital Diplomacy and
Conflict Resolution:**
Strengthening Cross-
Cultural Communication

*Examines digital diplomacy as a
tool for cross-cultural
understanding, online conflict
resolution, and inclusive
international cooperation.*



MODULE 3 (Part 2)

Topic 4

Ethical Digital Engagement:
Navigating Privacy, Bias, and
Online Behavior

*Addresses privacy, bias, and
ethical behaviour online while
promoting responsible
communication and critical
awareness of digital rights.*



Module 3 Snapshot



The module explores how people engage in digital spaces and how that engagement can either support or undermine inclusive, respectful, and ethical communication. It covers both the opportunities and risks of online interaction, especially regarding polarization, discrimination, hate speech, algorithmic bias, and digital conflict.

Aim:

- Recognise unethical or harmful behaviours online (e.g., hate speech, cyberbullying, exclusion).
- Understand how digital platforms and algorithms influence communication.
- Promote empathy, inclusion, and critical thinking in digital interactions.
- Engage in constructive dialogue and digital conflict resolution.



Module 3 Snapshot

Key Words: Social Media, Online Dialogue, Digital Communities, Inclusive Respectful Discussions, Digital Mediation, Online Harassment, Hate Speech, Cyberbullying & Digital Discrimination, Polarisation, Safe Online Spaces.

Emphasis: The module strongly emphasises that:

- **Digital spaces are not neutral:** algorithmic design and community norms influence who feels safe, visible, or silenced.
- **Inclusion is intentional:** inclusive digital communities require active efforts — from both platforms and individuals.
- **Responsibility is collective:** ethical engagement online depends on peer support, digital literacy, critical reflection, and policy accountability.
- **Education matters:** schools, youth workers, and families play a central role in building ethical, resilient, and media-literate digital citizens.



Module Overview

YOU ARE HERE

01

Module 3 helps people think about how to use the online space in a respectful, fair, and safe way.

The module looks at how online behavior can affect others, and why it's important to be kind, thoughtful, and responsible when communicating online.

It also talks about how to deal with problems like online conflict, hurtful messages, or unfair treatment.

The goal is to give participants the tools and awareness they need to become respectful and active digital citizens.

02

Social Media's Role in Bridging Generational and Ideological Divides

Looks at how European digital communities support inclusion, diversity, and civic participation through moderation, access, and shared values.

03

Digital Diplomacy and Conflict Resolution: Strengthening Cross-Cultural Communication

Focuses on how laws, policies, and social initiatives across Europe tackle hate speech and online harassment to make the internet safer.

04

Ethical Digital Engagement: Navigating Privacy, Bias, and Online Behavior

Highlights strategies like peer support, restorative dialogue, and digital ethics education to reduce harm and promote empathy online.

Module 3 (4 Focus Areas)

Digital Media and Community Building: Creating Inclusive Online Spaces

Explores how digital platforms can both connect and divide people, and offers ways to encourage respectful, inclusive conversations online.

Learning Outcomes

Topic 1: Digital Media and Community Building: Creating Inclusive Online Spaces

- Examine how digital media **facilitates community building** and strengthens social bonds.
- Understand the role of **online platforms in promoting inclusive digital environments.**
- Identify **challenges and best practices** in creating online spaces that support diversity and inclusion.

Learning Outcomes

Topic 2: Social Media's Role in Bridging Generational and Ideological Divides

- Analyse how **different generations interact** with digital media and the impact on communication.
- Explore how social media can be used to **bridge ideological gaps** and promote dialogue.
- Learn strategies for **constructive online discussions** and addressing polarization.

Learning Outcomes

Topic 3 : Digital Diplomacy and Conflict Resolution: Strengthening Cross-Cultural Communication

- Investigate the role of digital media in **facilitating international dialogue** and diplomacy
- Understand how social media platforms are used to **address conflicts and misunderstandings**
- Explore strategies for using digital media to **promote peacebuilding and cross cultural exchange**

Learning Outcomes

Topic 4: Ethical Digital Engagement: Navigating Privacy, Bias, and Online Behavior

- Examine **ethical concerns** related to digital media use, including privacy and digital footprints
- Analyse how **bias influences** digital discourse and online interactions
- Explore responsible digital communication **practices and strategies for ethical engagement.**

Topic 1

Digital Media and
Community Building:
Creating Inclusive Online
Spaces





Key Concepts Covered



1

Filter Bubbles & Echo Chambers: How online environments reinforce pre-existing beliefs.

2

Digital Literacy & Critical Thinking: Skills for evaluating online information and engaging in informed discussions.

3

Fact-Checking & Misinformation: Strategies for verifying sources and identifying disinformation tactics.

4

Online Debate & Discourse Ethics: Guidelines for engaging in meaningful, respectful digital conversations.

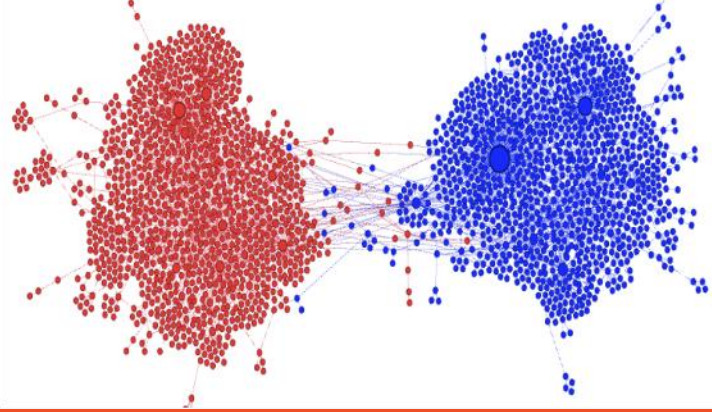


Focus Area 1

The Impact of Social Media Algorithms on Polarization and Radicalisation.

Social media platforms such as Facebook, YouTube, Twitter, Instagram, and TikTok are not just places where people share photos or opinions—they are also **powerful tools** that influence how people think, feel, and connect. One of the most important parts of these platforms is the **algorithm**—the automated system that decides what content you see in your feed.

While algorithms can help users find content they like, they also have serious effects on **how people form opinions, who they interact with,** and how **divided or extreme** their views can become.



Focus Area 1

The Impact of Social Media Algorithms on Polarization and Radicalisation.

What Are Social Media Algorithms?

Algorithms are sets of instructions or rules that tell a computer how to perform a task. On social media, these algorithms:

- Collect data about what you click, like, comment on, or watch
- Use that data to show you more of the same type of content
- Aim to keep you engaged and online for as long as possible

In short, **the more you interact with a certain kind of content, the more the algorithm feeds you similar content.**

Case Study: How Social Media Drives Polarization

Social Psychologist Jonathan Haidt discusses how social media has become an “outrage machine” that magnifies anger and political tribalism. He examines why online networks fuel ideological polarization and suggests ways to promote more constructive dialogue online.



[Weta.org](https://www.weta.org)

[Click To View](#)



Focus Area 2

Recognising and Addressing Echo Chambers and Confirmation Bias.

- An echo chamber is an online space where people mostly see, hear, or interact with opinions that match their own.
- Over time, this limits exposure to different views, creating a “loop” of similar ideas.
- Individuals become more confident in their beliefs and less open to others’ perspectives.




EXAMPLE If your social media feed only shows posts from people who agree with you, it may feel like everyone thinks the same way — but that’s the echo chamber at work.

What is a Filter Bubble?



A filter bubble is a digital environment created by algorithms that show you more of what you like or agree with — based on your clicks, likes, and searches. While it feels personalised, it can limit your exposure to diverse or new content.



EXAMPLE If you watch only one type of video on YouTube, the platform will mostly recommend similar videos — and hide others that might offer different opinions.




What is Confirmation Bias?



Confirmation bias is the natural tendency to focus on information that supports what we already believe.

→ We often ignore or reject information that challenges us.

→ It happens automatically and shapes how we search, read, or interpret information online.



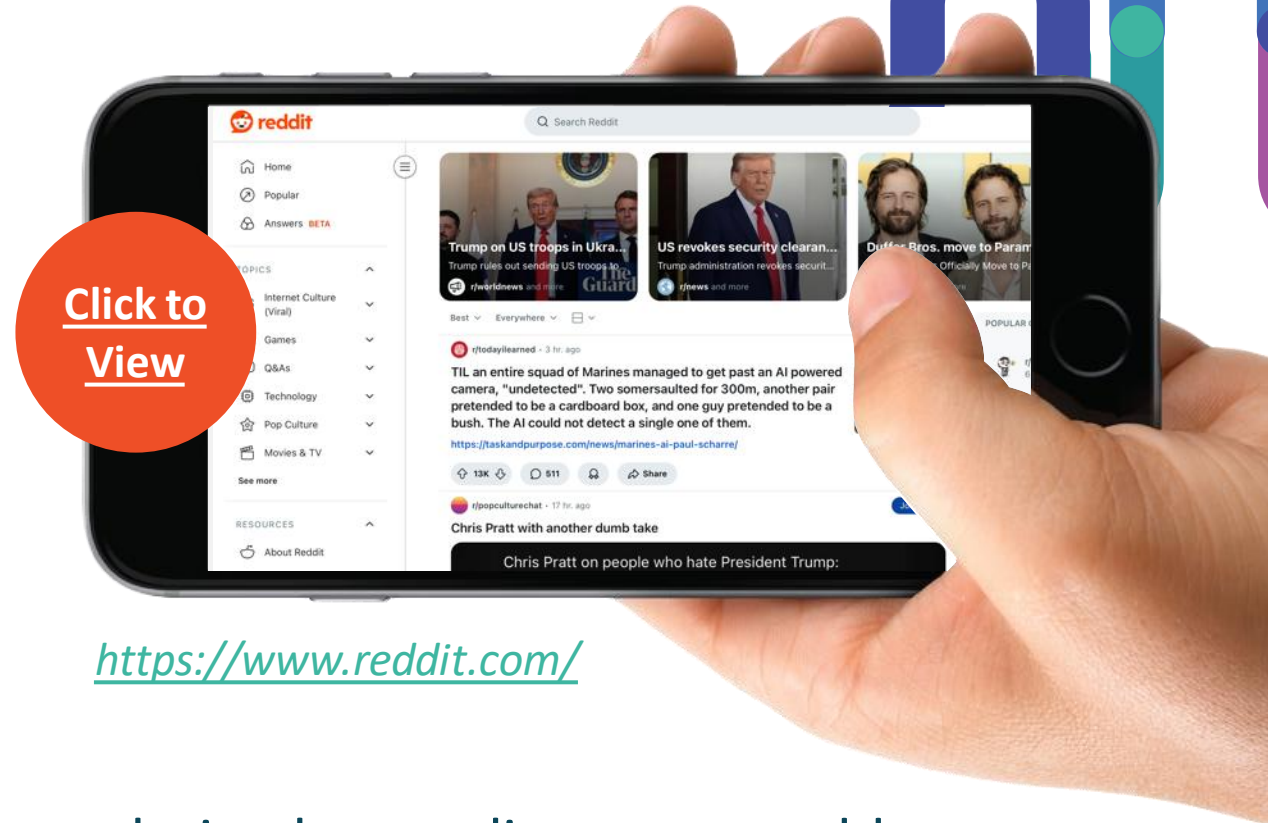
EXAMPLE If you believe a certain type of food is unhealthy, you might pay more attention to articles that support your view — and skip over those that suggest otherwise.



Digital Tools:

Reddit

Reddit is a online platform where users from around the world gather in topic-based areas called “subreddits.” Users can share content, ask questions, participate in discussions, and vote on posts to determine their visibility, all while remaining anonymous. Each subreddit has its own set of rules and is managed by volunteer moderators. This structure not only fosters information sharing and community engagement but also provides a valuable space for



<https://www.reddit.com/>

analyzing how online groups address polarization, combat misinformation, and promote inclusion under moderation, making Reddit a dynamic and insightful digital ecosystem.



Focus Area 3

Best Practices for
Moderating Digital
Discussions and
De-escalating
Conflicts.

Best moderation practices involve:

- Setting Clear Community Guidelines to define acceptable behavior
- Active Monitoring to detect and address hate speech or misinformation early
- Using De-escalation Techniques such as empathy and redirection during conflicts
- Empowering Educators and Community Leaders to facilitate respectful exchanges in their online communities



Best Practices Examples of Encouraging Diverse Participation



Encouraging diverse participation involves creating online spaces where a variety of perspectives are heard and valued, especially those from marginalized communities.

When platforms prioritize content that represents different voices and experiences, they foster inclusivity and enrich the exchange of ideas.

This diversity not only broadens the conversation but also helps build a more balanced, understanding, and equitable online environment.

Digital Tools:

Padlet

Padlet is a widely-used visual collaboration tool that allows users to post notes, links, and media in real time on a shared digital wall. With its user-friendly interface, it can be effectively used in both individual and group work. Padlet enables participants to add and edit ideas in real time. Its customizable design options, access permissions, and moderation features make it suitable for both open and controlled sharing.



<https://padlet.com>

The tool facilitates safe, anonymous expression and reflection — ideal for surfacing diverse voices and opinions when discussing polarizing topics or bridging social divides.



Focus Area 4

Effective
Fact-checking
Techniques and
Combating
Misinformation in
Digital Spaces.

Effective fact-checking means carefully verifying information before accepting or sharing it online. It's about using the right tools and thinking critically to spot false or misleading content.

Combating misinformation means actively stopping the spread of fake news by checking sources, correcting false claims, and encouraging others to do the same.

Effective fact-checking is essential for ensuring the accuracy of information and combating misinformation.



Fact-Checking and Combating Misinformation Techniques



Verifying Sources: Prioritising trusted sources and cross-referencing multiple reliable outlets to ensure information accuracy (Lewandowsky et al., 2012; Graves, 2018).

Using Fact-Checking Tools: Platforms like PolitiFact and Google Reverse Image Search assist users in verifying the authenticity of information (Pennycook & Rand, 2018).



EXAMPLE The European Digital Media Observatory (EDMO): EDMO coordinates cross-European fact-checking efforts to combat disinformation, fostering transparency and accountability in digital spaces (EDMO, 2020).

Topic 2

Social Media's Role in Bridging Generational and Ideological Divides





Key Definitions and Concepts



1

Community Moderation & Digital Governance: Tools and strategies for creating and facilitating inclusive digital spaces.

2

Social Inclusion & Representation: Ensuring diverse voices are amplified in digital communities.

3

Groupthink vs. Open Dialogue: Encouraging critical discussions while avoiding ideological conformity.

4

European Digital Inclusion Initiatives: Policies and projects promoting fair and respectful online engagement.

Social Media's Role

in Bridging Generational and Ideological Divides

Different generations engage with digital media in distinct ways, shaping how they communicate and participate online:

1

Baby Boomers (1946–1964): Prefer Facebook and email; favor fact-based, text-heavy content.

2

Generation X (1965–1980): Combine traditional and digital tools; balance work and social use.

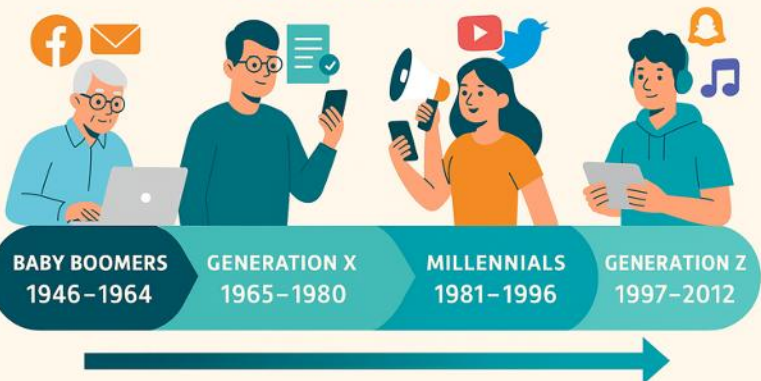
3

Millennials (1981–1996): Active on Instagram, Twitter, and YouTube; focus on activism and dialogue.

4

Generation Z (1997–2012): Prefer TikTok and Snapchat; favor short, visual, and interactive content.

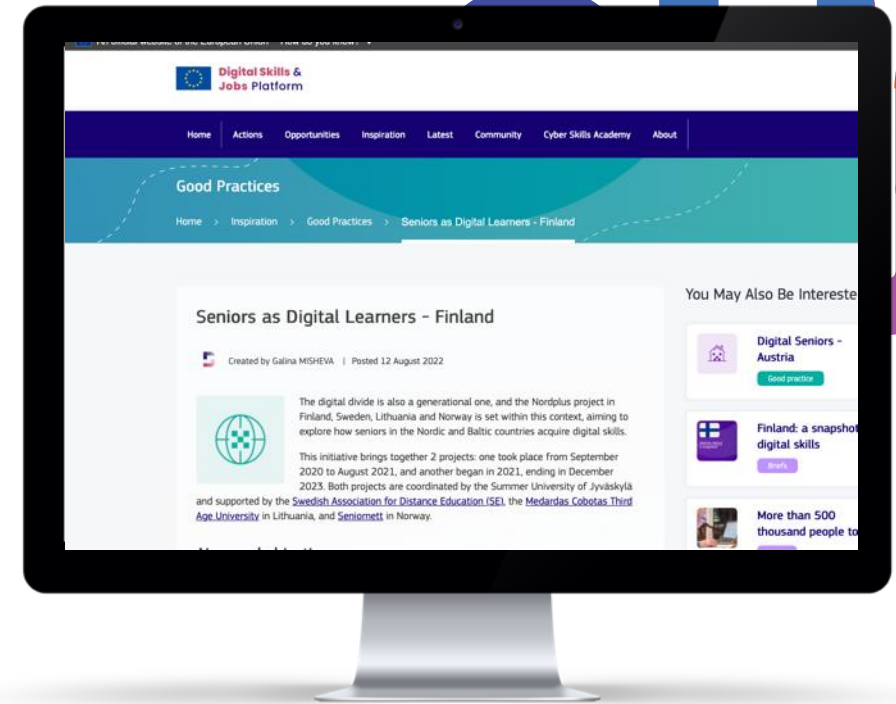
GENERATIONAL INTERACTIONS WITH DIGITAL MEDIA



Case Study: Seniors as Digital Learners (Finland)

OVERVIEW: This initiative focuses on enhancing digital skills among seniors in Finland, promoting intergenerational learning and digital inclusion.

IMPACT: The program has successfully disseminated best practices across the Nordic and Baltic regions, fostering collaboration between youth and seniors to bridge the digital divide.



[Click To View](#)

Social Media as a Tool for Bridging Ideological Divides



Social media can connect opposing views by enabling open, respectful discussion and exposure to diverse perspectives.

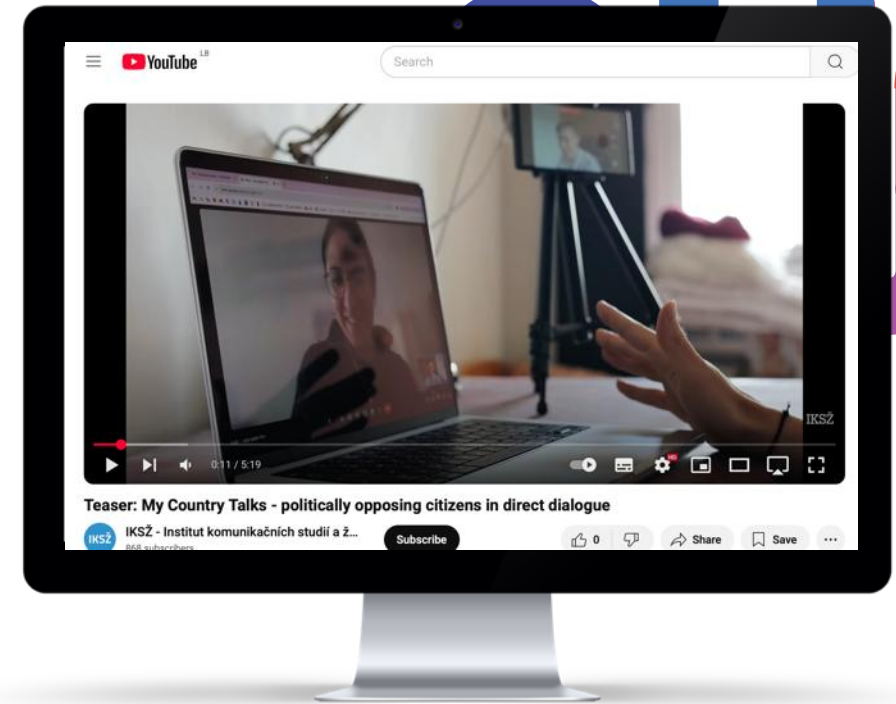


Key aspects include:

- **Algorithms:** Platforms can be designed to break echo chambers and promote critical thinking.
- **Media Literacy:** Fact-checking tools help fight misinformation and support informed dialogue.
- **Structured Features:** Moderated debates and diverse voices foster balanced exchange.

Case Study: My Country Talks

My Country Talks is an online platform that connects individuals with opposing political views for one-on-one conversations, aiming to bridge ideological divides through structured, respectful dialogue. It facilitates conversations between citizens with differing opinions. It promotes understanding and reduce polarization. Thousands of participants across Europe have engaged in meaningful dialogues. Many participants report increased empathy and understanding of opposing perspectives.




[Click To Watch](#)

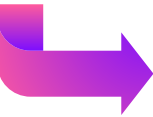
Example of Accessibility Enhancements




Twitter has implemented several accessibility features to ensure that users with disabilities can fully participate in conversations on the platform.



Alt Text for Images: Allows users to add descriptive text to images so that people using screen readers can understand visual content.




Voice Tweets with Captions: Enables users to share audio tweets, with captions provided for those with hearing impairments.




Keyboard Navigation: Offers shortcuts and navigation options for users who rely on keyboards instead of a mouse.



Example of Accessibility Enhancements



Screen Reader Support: Ensures compatibility with popular screen readers, making content accessible to visually impaired users.



Accessibility Settings Menu: Provides a centralized place where users can customize accessibility preferences.

These features make it easier for people with visual, hearing, or motor impairments to access content, take part in discussions, and share their ideas, contributing to a more inclusive and engaging online environment.

Topic 3

Digital Diplomacy and Conflict Resolution: Strengthening Cross-Cultural Communication



Key Concepts

Online Harassment: Repeated, unwanted, and aggressive behavior through digital means that causes emotional distress

Hate Speech: Any communication that incites violence, discrimination, or hostility based on race, religion, gender, sexual orientation, disability, or nationality.

EU Digital Services Act & GDPR Protections: Legal measures safeguarding users online.

Cyber Ethics & Digital Citizenship: Promoting responsible behavior and ethical communication.

AI & Machine Learning in Content Moderation: The effectiveness and limitations of automated content filtering.

Psychological Impact of Online Harassment: Understanding victim experiences and available support systems.

Forms of Online Harassment & Hate Speech



Cyberbullying

The deliberate use of digital platforms to target individuals with repeated insults, threats, or the spread of false information. This can cause severe emotional distress, damage reputations, and even lead to real-world harm. Examples include targeted harassment on social media, group bullying in messaging apps, and the creation of derogatory memes.

Doxxing

The act of publicly sharing someone's private or identifying information (such as home address, phone number, or workplace) without their consent. This often puts the victim at risk of harassment, stalking, or physical danger.

Forms of Online Harassment & Hate Speech



Trolling & Flaming

Posting provocative, harmful, or inflammatory messages in online forums, social media threads, or comment sections with the intent of upsetting others or derailing conversations.

Algorithmic Amplification

The process by which AI-driven algorithms on social media platforms inadvertently promote hate speech and harmful content. Because these algorithms prioritize engagement, divisive or extreme posts often get boosted, increasing their visibility and impact.



Focus Area 1

European Legal
Frameworks & Policy
Responses

EU Legislation Dealing with Hate Speech & Harassment

European Union Directives & Regulations - The EU has implemented various legislative measures to combat online hate speech and harassment, including:

Digital Services Act (DSA) (2022)

The Digital Services Act (DSA) is a major EU regulation designed to increase accountability for online platforms and improve user protections against illegal content, including hate speech and harassment (European Commission, 2022).



Focus Area 1

European Legal
Frameworks & Policy
Responses

EU Code of Conduct on Countering Illegal Hate Speech Online (2016)

The EU Code of Conduct on Countering Illegal Hate Speech Online, established in May 2016, is a voluntary agreement between the European Commission and major IT companies (Facebook, Twitter, YouTube, and Microsoft).

The agreement was later expanded to include platforms such as Instagram, Snapchat, TikTok, and LinkedIn.

This initiative aims to combat the spread of illegal hate speech online, increase cooperation between tech companies and civil society, and ensure quick removal of harmful content while balancing freedom of expression.

Case Study

Delfi AS v. Estonia (2015)

In 2015, the European Court of Human Rights ruled on Delfi AS v. Estonia, a landmark case on online harassment and hate speech. Delfi, one of Estonia's largest news portals, allowed open reader comments under its articles. Despite having filters and reporting tools, several highly offensive and threatening comments targeting an individual were posted and deemed unlawful.

The court held Delfi responsible, stressing that as a professional news provider it had a higher duty to quickly monitor and remove harmful content. Its moderation system was found insufficient to protect the victim's rights.

This case illustrates intermediary liability- online platforms can be held accountable for harmful user content if they fail to act responsibly. It also influenced EU policy, including the Digital Services Act, which strengthens rules for detecting and removing illegal content.

[For details Click here](#)



Case Study

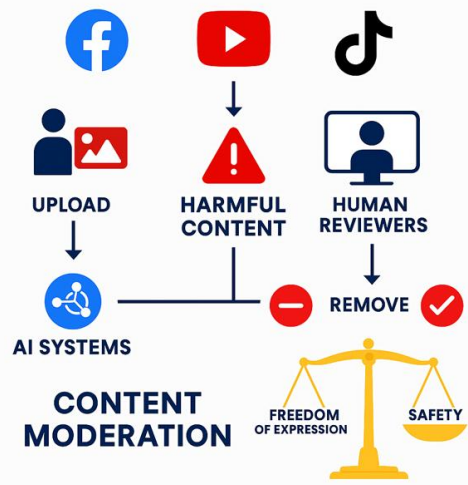
“Extending the list of EU crimes to hate speech ”

[Click To Watch](#)



The video presents a European Parliament discussion on strengthening legal protections against online harassment and hate speech across the European Union.

The video highlights the urgency of addressing digital abuse in an interconnected Europe, the challenges of cross-border enforcement, and the balance between freedom of expression and protecting individuals from harmful online behavior. It provides insights into how policymakers aim to create a coherent legal response that compels online platforms to act swiftly and responsibly in removing illegal content while safeguarding democratic values.



Focus Area 2

The role of social media platforms in monitoring and mitigating harmful content.

Social media platforms play a key role in monitoring and reducing harmful content by using automated tools and human moderators to detect and remove abusive posts

They set clear community guidelines, enable user reporting, and apply measures like content removal or account suspension. Platforms also collaborate with experts and publish transparency reports to improve accountability. Overall, they act as active gatekeepers balancing user safety with free expression. Social media platforms are not just passive hosts but active gatekeepers in the fight against harmful online material, balancing safety with freedom of expression.



Focus Area 3

Ai-driven and Human
Moderation
Approaches to
Enforcing Digital
Safety.

Part A: AI + Human Moderation in Practice

To combat harmful online content effectively, many platforms combine the strengths of Artificial Intelligence (AI) and human judgment.

How It Works

AI systems quickly detect and remove large volumes of offensive or suspicious content. Human moderators handle complex, context-sensitive cases—where cultural, linguistic, or emotional nuance is important.

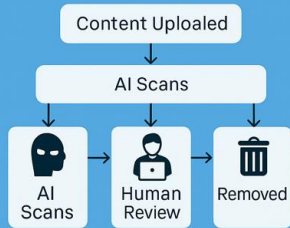
European Examples:

Netino and Tjekdet use AI-human hybrid models to moderate social media, helping ensure both speed and fairness. These services help platforms manage harmful content like hate speech, fake news, and harassment at scale.

Enforcing Digital Safety in Europe

AI + Human Moderation in Practice

- Hybrid moderation removal
- Human oversight essential cases
- Example Netino and Tjekdet nybra



EDMO: Research, Oversight & Policy

- Fact-checks a nt-checking network
- Analyzes hate speech and AI bias
- Collaboration under DSA (DA)



- Faccheck-reisuer: uhterlaisan regulat iopants aigitas

Focus Area 3

Ai-driven and Human Moderation Approaches to Enforcing Digital Safety.

Part B: AI + Human Moderation in Practice (EDMO - Research, Oversight & Policy)

The European Digital Media Observatory (EDMO) is a platform launched by the European Commission in 2020 to tackle digital threats like disinformation and hate speech across the EU.

Key Functions

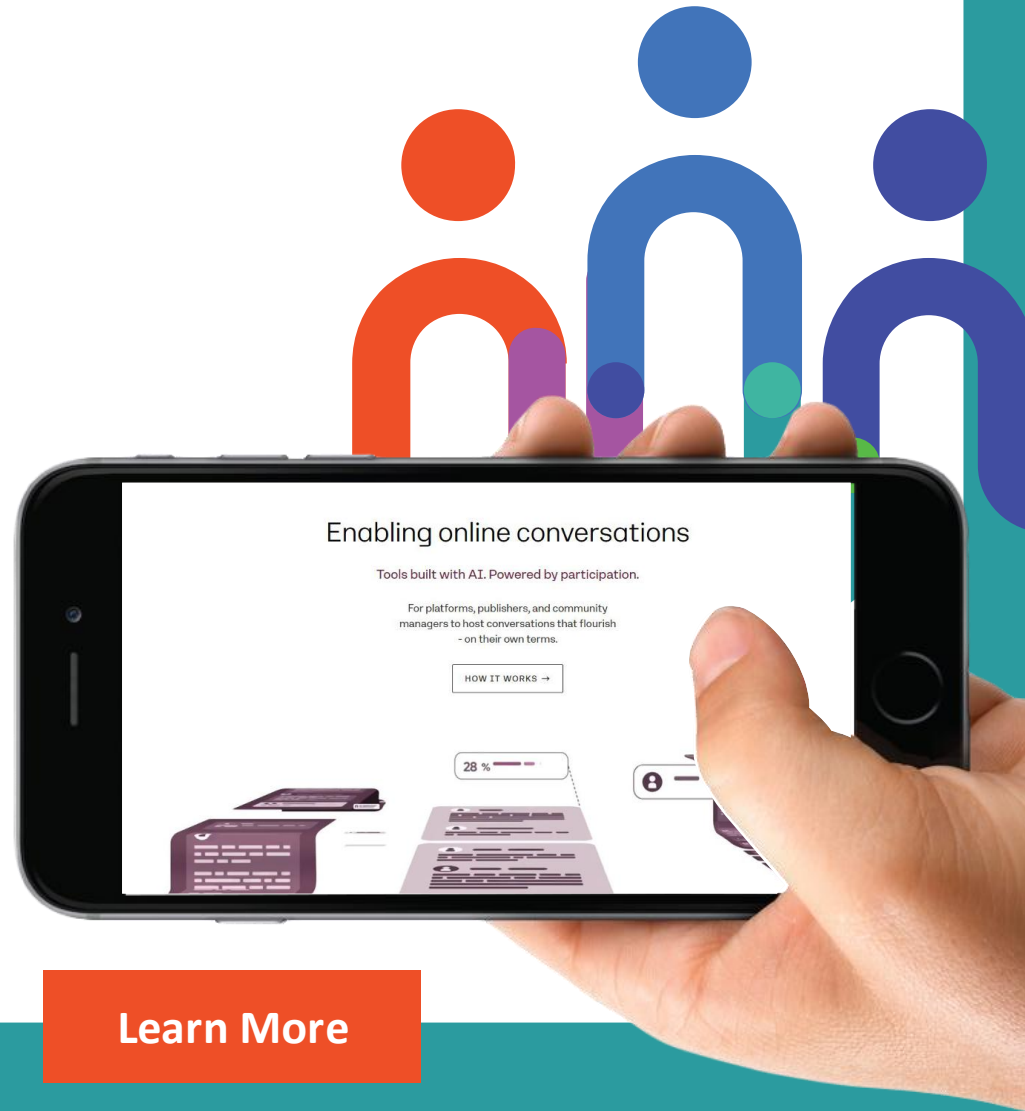
- **Fact-checking network:** Coordinates experts across Europe to identify and debunk false or misleading content.
- **AI moderation research:** Studies trends in online hate and misinformation, including how AI tools can both help and harm moderation efforts.
- **Bias awareness:** Highlights the risks of algorithmic bias and supports ethical, transparent content moderation.
- **Policy Collaboration:** EDMO partners with EU bodies, social media, and civil groups. Its research informs data-driven regulation, especially under the Digital Services Act (DSA) on platform safety and transparency.



Digital Tool – Google API

Google's Perspective API is an artificial intelligence tool designed to help maintain respectful and constructive online conversations. It analyses written content and provides a score indicating how “toxic” or harmful the text might be.

It works by analyzing text—such as comments, posts, or messages—and returning scores that indicate the perceived level of toxicity, harassment, insult, threat, or other undesirable behaviors. Rather than outright censoring speech, the API is designed to assist moderators, platform developers, and researchers in flagging, prioritizing, or filtering content that may degrade the quality of discourse.



[Learn More](#)



Focus Area 4

Support Structures for Individuals Affected by Digital Abuse.

Social & Institutional Responses to Online Harassment and Hate Speech

European-Level Initiatives

In Europe, several organisations work to protect and support individuals affected by hate speech, harassment, and online abuse.

Two key actors are:

- European Anti-Hate Speech Movement
- Safer Internet Centers (established across EU countries)

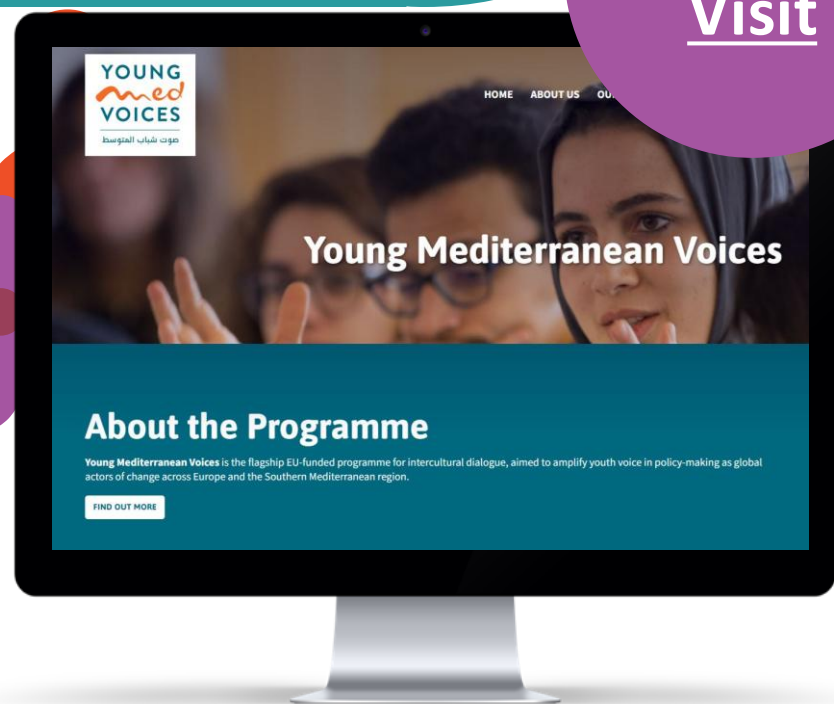
What Kind of Help Do They Offer?

- **Psychological Support:** Assistance for individuals affected emotionally or mentally by online abuse.
- **Legal Guidance:** Information on digital rights and legal remedies for victims.
- **Educational Resources:** Awareness campaigns, toolkits, and digital literacy materials aimed at prevention and resilience.

Case Study

Young Mediterranean Voices (Euro-Med Region)

[Click To Visit](#)



How to address online #HateSpeech with a human rights-based approach?

An EU-funded program coordinated by the Anna Lindh Foundation, Young Mediterranean Voices empowers youth across Europe and the Southern Mediterranean to engage in intercultural dialogue through debates and policy discussions. The program has trained thousands of young individuals in critical thinking and dialogue, fostering mutual understanding and peacebuilding efforts across diverse communities.

Topic 4

Ethical Digital
Engagement:
Navigating Privacy,
Bias, and Online
Behavior



Explains Key Definitions and Concepts

- **Cyberbullying vs. Digital Discrimination:** Identifying patterns and understanding their social impact.
- **Digital Mediation & Conflict Resolution:** Techniques for addressing digital disputes in constructive ways.
- **Role of Educators, Parents, and Policymakers:** Collaborative efforts in preventing and responding to online harm
- **Best Practices in Digital Safety:** European frameworks and grassroots strategies promoting responsible engagement.





Focus Area 1

The Prevalence and Evolving Nature of Cyberbullying and Digital Discrimination

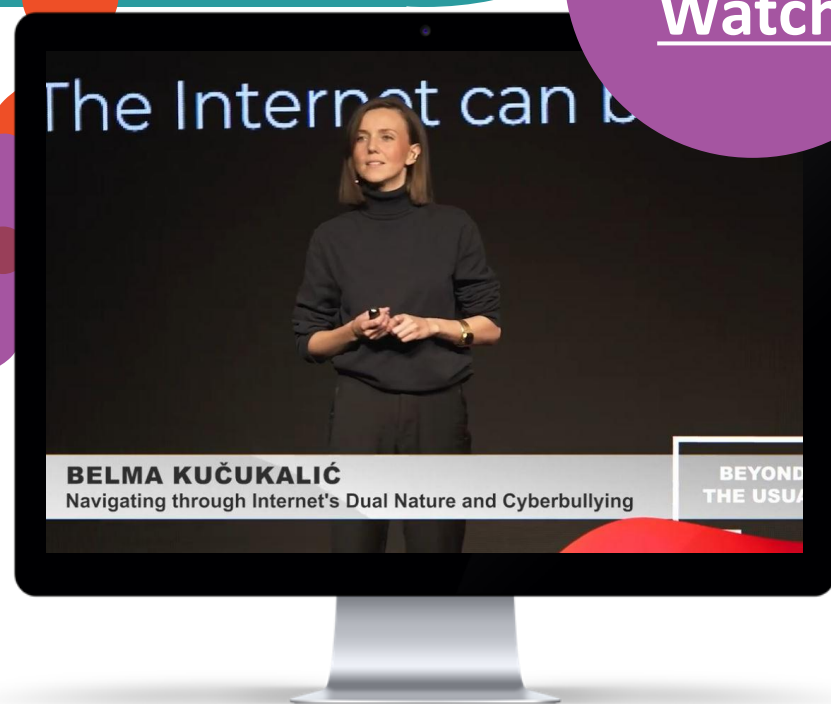
Cyberbullying vs. Digital Discrimination: Patterns and Social Impact

Aspect	Cyberbullying	Digital Discrimination
Target	Individual	Groups based on identity
Nature	Personal, emotional, repetitive	Systemic, cultural, often algorithmic or community-driven
Example	Spreading rumors, name-calling, online threats	Exclusion from services, hate speech targeting marginalized groups
Impact	Emotional harm to an individual	Reinforcement of inequality, reduced access, and alienation for groups

Case Study

“Navigating through Internet's Dual Nature and Cyberbullying ”

[Click To Watch](#)



The talk explores the dual nature of the internet, highlighting both its positive and negative aspects. On one hand, the internet offers numerous opportunities, such as virtual museum visits, global social connections, creative expression on platforms like TikTok, and access to extensive educational resources. It empowers individuals with knowledge and capabilities.

However, the talk also delves into the dark side of the internet, emphasizing the potential for harm, including cyberbullying, online scams, phishing, and exploitation by predatory individuals. The talk stresses the importance of acknowledging the internet's dual nature and providing individuals with the knowledge and tools to navigate it safely and responsibly.



Focus Area 2

Digital Mediation
and Restorative
Justice Approaches
to Resolving Online
Conflicts

No Hate Speech Movement:

A youth campaign initiated by the Council of Europe aiming to combat hate speech and promote human rights online.

- mobilise young people to stand against hate speech.
- develop online youth participation and citizenship.
- provide educational resources for human rights education.
- organise national campaigns across 45 countries.
- report hate speech (Online tools like "Hate Speech Watch") for reporting and countering hate speech.
- organise workshops and training sessions for youth and educators.

Source: Council of Europe - No Hate Speech Movement

Digital Citizenship Education (DCE)

Purpose: Equip young citizens with the values, attitudes, skills, and knowledge to navigate the digital world responsibly and ethically.

- Understanding digital rights and responsibilities.
- Promoting safe and respectful online communication.
- Encouraging active participation in digital society.

Implementation is through curricula, teacher training, and resources provided by the Council of Europe. "The EU-funded CoPE It!" program complements these efforts by promoting dialogue, conflict resolution, and digital citizenship among youth.

Source: Council of Europe - Digital Citizenship Education



Focus Area 2

Digital Mediation
and Restorative
Justice Approaches
to Resolving Online
Conflicts



Focus Area 3

Institutional Policies and Community-Led Initiatives for Safer Digital Spaces.

To ensure a safer digital environment, various institutions and governments have implemented policies that address legal, educational, and social aspects of online safety.

These measures aim to protect vulnerable users, promote responsible digital behavior, and regulate online platforms effectively.

- **Regulation & Legislation** - Laws like the EU Digital Services Act protect minors from harmful online practices, ban targeted ads directed at children, and hold online platforms accountable for harmful content (ieu-monitoring.com).
- **Rights-Based Frameworks** - Advocate for children's online access while ensuring their protection, privacy, and ability to participate actively in the digital environment (ncca.ie).



Focus Area 3

Institutional Policies
and Community-Led
Initiatives for Safer
Digital Spaces.

- **National Strategies** - Combine education, the promotion of safer online content, stronger regulation, and research initiatives to address evolving digital risks and threats.
- **Education Policies** - Schools integrate digital citizenship education into curricula, equipping students with the knowledge, skills, and values needed for safe, responsible, and ethical use of technology



Education Programs on Digital Literacy and Cyber-Ethics



Integrated
Education



Critical
Thinking &
Safety Skills



Risk
Prevention



Global
Support

Focus Area 4

Educational
Programs that
Promote Awareness
and Prevention.

Educational programs on digital literacy and cyber-ethics are designed to give individuals the knowledge, skills, and values needed to navigate the online world safely and responsibly. These programs are often integrated into school curricula and community initiatives, fostering digital awareness and ethical online behavior from an early age. They emphasize critical thinking, online safety, and responsible use of technology, helping participants recognize and counter risks such as misinformation, online scams, and cyberbullying. Global organizations like UNESCO and the EU support these efforts through campaigns and events such as **EU Media Literacy Week** and **UNESCO's Digital Citizenship Programs**, which promote informed participation in the digital environment. Resources like the EU's Learning Corner provide interactive tools and educational materials, while platforms such as All Digital connect educators, policymakers, and communities to share best practices. Together, these initiatives work to create a culture of safe, respectful, and empowered digital engagement.

Case Study

“Ethics & Digital Rights | Education & Awareness”

[Click To Watch](#)



The video explores online ethics, privacy, and human rights in today’s interconnected digital world. It emphasizes that the internet, while offering unprecedented opportunities for communication, education, and participation, also presents ethical challenges that require thoughtful navigation.

The discussion highlights the importance of understanding one’s digital rights—such as the right to privacy, freedom of expression, and protection from harm—while fostering responsible online behavior that respects the dignity and safety of others. The video encourages viewers to become informed, ethical digital citizens who can balance personal freedoms with collective responsibility, ensuring that digital spaces remain inclusive, respectful, and safe for all.

Module 3 : Using Digital Media to Bring People Together

You have completed **Module 3 Using Digital Media to Bring People Together**

www.includememedia.eu

This resource is licensed under CC BY 4.0



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Finnish National Agency for Education. Neither the European Union nor the granting authority can be held responsible for them



* Note to manage waste please print this document in greyscale or black and white rather than in colour. Please print on both sides of the paper (duplex) and if you can print multiple slides or pages on one page.